

Case Study

Elevate implement OpenBankVision

Elevate

Elevate Credit is reinventing the sub-prime lending industry by giving consumers access to responsible and transparent credit options.

In the UK, their consumer brand, Sunny, provides lending solutions from £100 to £5000, with a commitment to transparency, fairness, and flexibility.

Elevate's business was built with fair lending practices at its heart and founded on principles that have since become mandatory for the sector. They have a 20% operating cap on profits to minimise the interest that customers pay, encourage early repayment and offer flexible repayment schemes. They have never charged fees and give customers five days to change their mind and return the loan, without paying a penny in interest.

Elevate invests significantly in underwriting, technology, data science, and advanced analytics to enable them to provide loans to sub-prime consumers who are often turned away by mainstream lenders.

Elevate's customers' right to credit remains their priority and is realised through their commitment to offering the best products to help customers today and tomorrow, on their journey to a better financial future.

Choosing LendingMetrics

Elevate wanted to take a cautious approach when introducing the new technology involved in Open Banking. They also didn't have a predefined view of consumer uptake, so they wanted to work with a partner that they know and trust. Elevate had previously worked with LendingMetrics, so their OpenBankVision (OBV) product was a clear contender and one of the most highly regarded solutions available.

LendingMetrics Company Profile

LendingMetrics is a multi-award-winning financial technology and data specialist based in the United Kingdom and Australia. It leads the way in automated decision technology and is now one of the most recognised technology brands in the sector.

In 2016, following many years of R&D, the company introduced Auto Decision Platform (ADP), revolutionising the opportunity for financial services to quickly deliver increased lending volume, a better customer experience and reduced overheads using automated decisions. ADP utilises proprietary data solutions and is openly connected to all major CRAs, plus many other 3rd parties including Open Banking platforms. ADP is a powerful decision engine builder that puts the lender in control of credit rule changes and allows operational/credit risk staff to control changes in real-time through a simple user interface.

Additionally, LendingMetrics is a credit reference agency and AISP Open Banking provider, authorised and regulated by the Financial Conduct Authority. It's robust technology and data infrastructure and "blue-chip" partnership eco-system focus on delivering scalable and secure affordability, suitability and predictive solutions to the entire financial sector.

Elevate's main priority was quality of data and categorisation, and they felt confident that LendingMetrics was able to provide precise categorisation of high-quality bank statement data.

Approach

In a challenging and changing regulatory environment, Elevate began looking to Open Banking as a powerful tool to better understand and verify the financial position of their customers. It was very important to them that customers continued to benefit from their easy-to-use application journey, and OBV's pre-existing user journey proved clear and simple to navigate. Elevate initially chose to use the Lite version of OBV - which uses LendingMetrics' friendly oohMoolah brand - and now also have the ability to use their own branding and styles instead, which will integrate OBV into their customer journey even more seamlessly. Looking forward, Elevate will seek to expand their use of Open Banking to help with risk decisioning, customer experience and financial education.

The implementation process was extremely smooth and LendingMetrics' OBV team worked very well with Elevate. The high levels of communication throughout the process meant that Elevate were able to achieve everything they wanted and began using OBV within a short timescale.

"We are really pleased with the uptake and performance of our Open Banking verification tool so far. Not only has the integration been seamless and painless, we can tell from early indicators that our customers love this new feature too. Delivering a better experience to our customers while improving operational efficiency is a double win for us."

John Bartley

Director of Credit Risk

David Wylie, Commercial Director of LendingMetrics, said:

"We are delighted to be working with such a strong brand as Elevate and are thrilled that they have chosen OpenBankVision as their open banking supplier. We have invested heavily to bring a powerful, fast, and secure solution to market which delivers some of the best categorisation available anywhere. We look forward to growing the relationship with Elevate."

Result

The conversion rate has proved very positive so far. At the verification stage in the application journey, Elevate offer several different options for customers to provide the required data and the majority of applicants have opted to share their bank statement data using OBV over using a manual method. Customers' have fed back to Elevate that they really like the system and have found it easy to use.

Since implementing OBV, Elevate have seen an uptake in applications, as it offers customers a clear way of proving details such as their income and other credit commitments. Operationally, Elevate have seen more consistent results, which has in-turn allowed them to improve upon and speed up their processes.